

Frey Lander OUT TO HS - ATTACHED 1/29/93

1998 BUFFALO REGION LOW VOLUME PLAN

BACKGROUND INFORMATION

There is a strong possibility that low volume calls will play a much greater role in a regulated environment as the retail universe changes. PM and BAT have already increased their coverage of these calls, especially in major metro areas. Nationally, these calls represent 20% of pack CIV. They represent 10% of total CIV in the Buffalo Region.

The Region presently ships approximately 1500 displays during each DPC promotion drive period. The majority of these displays were sold by RJR's sales force.

1998 OBJECTIVES

1. Further penetrate lower volume accounts (60-99 cpw) and commit resources in those calls where RJR can impact business.
2. Maintain current DPC program universe while adding new calls.

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STRATEGY

1. Sales Reps to contact identified 60-99 cpw calls presently not contacted by January 31, 1998 to evaluate opportunities.

- Liquor stores
- Metro areas should be top priority
- Evaluate competitive presence and activity in account
- Evaluate account willingness to work with RJR

If opportunity exists:

- Sell DPC
- Sell PDI/POS
- Sell temporary displays
- Assign quarterly or monthly coverage
- Update SIS per guidelines (see attachment)

2. Sales Reps/KAMs/ AMs need to evaluate present DPC lists for accounts they contact and update SIS per guidelines by December 8, 1997 (see attachment).
3. DM's to evaluate potential of placing a Territory Rep in areas where low volume calls are numerous. Build into 1998 plan for RSM approval.

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